



State Of Utah Tourism Profile 2011

Statewide Indicator	2008	2009	2010	2011	% Change 2010-2011	AAPC 2008-2011
DEMOGRAPHIC						
Population	2,757,779	2,800,089	2,763,885	-	-	-
Total Non-Ag Employment	1,252,638	1,188,736	1,181,556	-	-	-
Non-Ag Avg Monthly Wage	\$3,121	\$3,171	\$3,235	-	-	-
Per Capita Income	\$34,034	\$31,886	\$32,473	-	-	-
Unemployment Rate	3.7%	7.1%	7.7%	-	-	-
SPENDING & EMPLOYMENT						
Spending by Travelers (Millions)	\$6,925	\$6,232	\$6,525	-	-	-
Travel & Tourism Related Employment	136,893	120,216	122,839	-	-	-
Direct Tourism-Related Employment	91,009	80,040	81,907	-	-	-
Indirect Tourism-Related Employment	18,879	16,495	16,769	-	-	-
TOURISM TAX REVENUES (millions)						
State & Local Tax Revenues from Traveler Spending	\$908	\$806	\$842	-	-	-
Transient Room Tax	\$34.1	\$28.5	\$31.0	\$33.5	8.1%	-0.6%
Restaurant Tax	\$33.4	\$32.0	\$33.0	\$34.8	5.5%	1.4%
Car Rental Tax*	-	-	\$8.5	\$7.0	-17.6%	-
Gross Taxable Retail Sales	\$47,360.5	\$44,409.3	\$41,527.9	\$44,298.1	6.7%	-2.2%
STATEWIDE VISITATION COUNTS						
Visits by Non-Resident Travelers	20,300,000	19,400,000	20,200,000	-	-	-
Visits by International Travelers	740,000	690,000	721,000	-	-	-
Total Nat'l. Park Recreation Visits	5,670,851	6,002,104	6,072,900	6,324,838	4.1%	3.7%
Arches National Park	928,794	996,306	1,022,823	1,040,756	1.8%	3.9%
Bryce Canyon National Park	1,043,321	1,216,376	1,285,490	1,296,000	0.8%	7.5%
Canyonlands National Park	436,713	436,819	435,907	473,769	8.7%	2.8%
Capitol Reef National Park	604,810	617,207	662,659	688,833	3.9%	4.4%
Zion National Park	2,657,213	2,735,396	2,666,021	2,825,480	6.0%	2.1%
Total Nat'l. Mon. & Rec. Area Visits	3,103,288	3,873,800	4,928,359	5,059,609	2.7%	17.7%
Total State Park Visits	4,564,770	4,820,930	4,842,891	4,803,876	-0.8%	1.7%
Salt Lake Int'l. Airport Passengers	20,790,400	20,451,178	21,016,686	20,389,474	-3.0%	-0.6%
Utah Skier Visits	4,258,900	3,972,984	4,223,064	-	-	-
Utah Welcome Center Visits	412,158	428,319	447,439	413,196	-7.7%	0.1%
Hotel/Motel Occupancy Rates	63.7%	57.0%	59.7%	62.7%	5.0%	-0.5%

- Numbers not available at present time

* Change in Utah State Tax Commission reporting methodology